

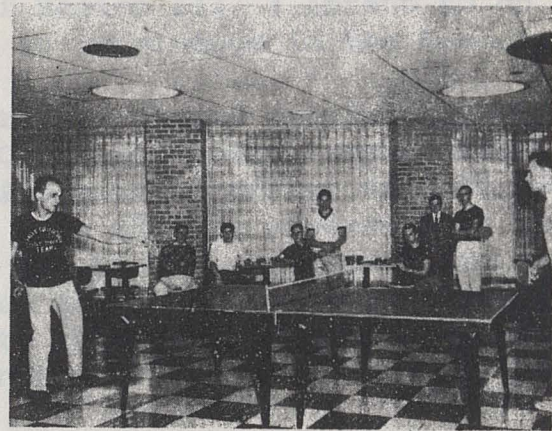


ASSOCIATION OF COLLEGE UNIONS

Region Three Newsletter



Social

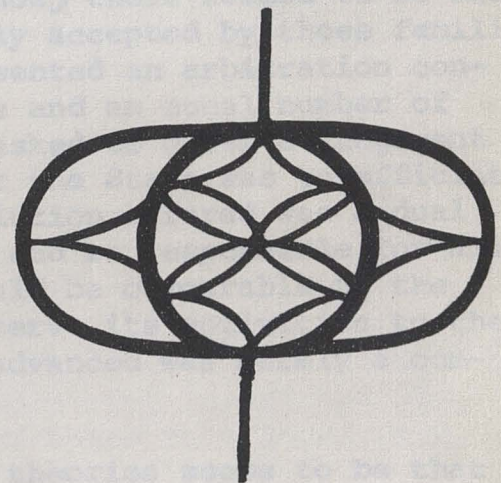


Recreational



Cultural

Our Union



PUBLISHED AT

LA SALLE COLLEGE, PHILADELPHIA 41, PENNSYLVANIA

A LETTER FROM THE REGIONAL PRESIDENT

Members of Region. III:

May I at this time extend my deepest appreciation for the confidence that you have shown in myself and in La Salle College at our recent Regional Conference. As President of Region III, I intend to do all that is possible to bring our region to prominence in the Association.

At this conference, one particular problem seemed continually to be observed by the entire delegation. On nearly every campus there appears to exist an inevitable conflict between either Student Government or the Greeks. Few Unions have been able to preserve the healthy atmosphere of competition upon which our society preserves its stability; and, in the remaining majority of institutions, the healthy atmosphere has been seen to degenerate into the corrupting disease of conflict upon which all society flounders.

As in all phases of social disintegration, the movement of inevitable responsibility for the Unions unfavorable relationships with these other campus organizations flows towards the most basic lack of communications between the leaders of each entity. Whether this vacuum in social intercourse resides in elementary personality barriers. The redemptive solution can be an effective system of communication, in which each party will, perhaps for the first time, experience an understanding of the other's problems.

In our discussion groups, [at the Conference] there seemed to be only three systems advanced which were favorably accepted by those familiar with the problem. The first system represented an arbitration concept, in which a group of leading students and an equal number of student minded faculty advisors would be asked to offer a judgement upon a difficulty, much in the same manner the State was to efficiate in Guild Socialism. A second possible solution offered was a dual Board concept where one Board would react and be responsible for all areas of policy, and the second Board would be comparable to the commonly known Union Board which would reserve its activities to the programming of events. A third solution advanced was merely a combination of the first two.

The most favorable assets to any of these theories seems to be that they have been effectively established in fact on a few campuses.

If you are to offer any comments on these comments or on any portion of the "Newsletter", please do not hesitate to contact our editors. We are looking forward to your replies.

Sincerely yours,
William J. Wicklen
President, Region III

PROGRAM STUDIES

We wish to express our appreciation to Allegheny College and Mr. John Quattrocchi for the information contained in the following article.

The Development of a Campus Radio Station

Allegheny College can now boast an FM radio station which is educational, non-commercial, student operated, supported by student government, affiliated with ABC, carries Mutual programs, and is involved in a national and international exchange program.

The Allegheny College Radio Station is the result of work by the Allegheny Radio Committee, a student effort organized in March of 1961 under the leadership of Norman Greene.

The Radio Committee, having determined that there was an interest in and a desire for a radio station at Allegheny, and feeling that Allegheny was large enough to make use of and support such a station, set out to put the college "on the air."

In order to accomplish this a number of the obstacles in setting-up the station had to be overcome. The initial costs had to be met, an annual budget had to be appropriated, the objectives of the station had to be determined, and the support of student organizations had to be obtained. Through considerable "campaigning" on the part of the Committee and particularly the aforementioned Norman Greene, initial costs to cover necessary equipment were met by a grant of \$6000 from the Allegheny Undergraduate Council and by approximately \$3000 from the College Administration.

BUSINESS ASPECTS OF THE STATION

The largest single item was the equipment. The Gates Radio Company of Quincy, Illinois, submitted the lowest bid, \$6500. A local firm was contracted to construct a studio-office combination, a control room, and a large main studio at the cost of \$3000. Since Allegheny is a Liberal Arts College, there is no Engineering Department and the installation and service had to be contracted to a local firm.

In order to increase the number of FM radios on campus, the Allegheny Radio Committee sold radios at discount prices as a service to the students. The record problem was solved through subscriptions offered by the various record companies.

Additional help was rendered by three campus fraternities, and the Worthington Corporation of Harrison, New Jersey donated an essential air-conditioning unit valued at \$830.00

(continued)

Allegheny Radio: Continued

An annual operating budget of approximately \$2000 was appropriated by the Undergraduate Council from the Student Activities fund.

The Committee, working with six faculty members, decided that the primary objective of the station would be educational, and that the secondary objective would be entertainment. The programs consist of a variety of high quality broadcasts intended to give a comprehensive news coverage, seminars on various topics, and informal talks, as well as varied music programs.

Student support for the station has been very strong. Nearly every major student organization on campus, including the student newspaper, sororities, fraternities, student government, the faculty, and the College Union, has endorsed the station. The College Union provided the station with a home. The studio, equipment, and offices have all been located in the Union.

Allegheny's radio station is completely in the control of students. There is an advisory board consisting of six faculty members but the college administration and faculty exert no censorship over the content of broadcasts. Naturally, F.C.C. rules are strictly enforced. Lawrence L. Pelletier, President of Allegheny College, has said, "The Allegheny Radio Committee is strictly responsible for all things that go on the air."

One of the major features of the Radio Station is its national and international exchange program. Through this operation the station will exchange features, lectures, informal talks, and the like with foreign countries as well as any U.S. College or University which is interested. If the station has some unusual material, it will be taped and sent to cooperating colleges and universities. By the same token, other college and universities send Radio Allegheny any material which they might have.

"Radio Moscow is enthusiastically sending tapes," said Norman Greene. He added that "Castro has not yet been contacted."

Radio Allegheny is affiliated with the American Broadcasting Company and broadcasts all of their news and special event features. Thus ABC's excellent coverage is supplementing the station's own coverage and editorializing.

Anyone wishing information or any institution wanting to participate in the exchange program should contact John Quattrocchi, Director of Public Relations or Norman Greene, Station Manager, Allegheny Radio Committee, at Box 28, Bently Hall, Allegheny College, Meadville, Pennsylvania.

SHEPHERD COLLEGE OPENS NEW COLLEGE CENTER

The Shepherd College Center was completed in the late spring of 1962 and was formally opened in May. The building provides a total of 14,070 square feet, housing the Rams Den, student lounges, meeting rooms, book store, and other offices. The building is being entirely financed by self-liquidating bonds and will be entirely paid for through student funds and any other profits made in activities sponsored by the Center.

The official name of the building has been designated as the Shepherd College Center. Mr. Richard Judd, Director of the Center, is responsible for the over-all administration of the program and other activities taking place in the building. At present a full program of activities is underway, including, to involved students, such things as koffee klatches, fireside chats, bowling, touch football, cultural programs, and dances. The program of activities will be directed by a special student-faculty board known as the Shepherd College Center Board. This board derives its authority from the Student Senate and is responsible to see that the building is used efficiently, productively, and in the best interest of the college. The present Center Board feels that the building is a home for the entire college community, which includes the students, alumni, faculty, parents, and friends of the college.

The future holds a great deal in store for the Center as Shepherd looks toward the expansion of the campus. The building has been so designed as to make additions possible and will, therefore, be able to expand to accommodate many other types of activities.

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The "Newsletter" staff wishes to thank Mr. Richard L. Judd for submitting the above information for publication.

INTER-COLLEGIATE MUSICAL COMPETITION

Katherine Satterthwaite informs us that Lycoming College is planning its annual Inter-Collegiate Musical Competition. The competition will be held for two days - May 9 and 10, 1963 - the last session and the awarding of prizes being held on Friday evening.

Winners will be chosen from 3 categories: Jazz, Rock 'n' Roll, and Vocal. One winner from each category will be selected. However, runners-up will be chosen. There will be a minimum of five (5) groups in each category.

Any group of students presently enrolled in a college or university and who are taking a minimum of three credit hours may participate. Group leaders must be sure that this fact is certified on the application. Groups using members which have been graduated within the past year will be permitted. Union membership is not required.

Prizes of \$100 cash will be awarded to the group winner in each category, and a grand prize of \$500 will be given to a separate overall winner. Second place will be awarded \$50. Trophies and other non-cash prizes are planned.

The deadline for all applications will be on March 15, 1963. An application fee of \$15 is required but will be returned if you are not selected to appear. Those who are selected to appear will receive their \$15 after their performance. Submission of a 10 minute tape recording is also required.

There are numerous motels surrounding the city as well as hotels in the business district. Meals may be taken in the college dining room. (Breakfast 50¢, Lunch 85¢, Dinner \$1.50)

Storage space will be provided for instruments and some room for rehearsal is available. All groups will be introduced by the master of ceremonies and will be allotted time relative to the number of performing groups. Entrants will be notified as to the day and time of their appearance and any group that is late may forfeit its appearance.

Lycoming College is located in Williamsport, Pennsylvania. Williamsport is 90 miles north of Harrisburg and is approximately 200 miles from Pittsburgh, Philadelphia, and New York. Further information and applications may be obtained by writing to Lycoming College.

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LA SALLE'S FORMAL BLUE & GOLD BALL

La Salle College, which is celebrating its Centennial, has just presented its Centennial Blue and Gold Ball - the highlight of the social year.

All of those who attended received a free 8 x 10 color photograph, and each couple received a special program - Blue felt cover stamped in gold. Arrangements were made with the school florist who arranged special prices for corsages. Prices ranged from \$2.26 to \$3.75 - orchids were the top priced corsage. Arrangements were also made with a tuxedo rental agency for special prices. Measurements for tuxedos were taken on campus. Flowers and tuxedos were delivered to the College Union for the convenience of the students.

Publicity for the event, which until this year had very low attendance, included a general mailing to all students (approximately 5000), signs and posters throughout the campus, and full coverage in the campus weekly newspaper. The mailing consisted of paneled invitations, reservation forms, and postage paid reply envelopes.

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La Salle continued

The highlight of the evening was a program featuring the LETTERMEN. This nationally known singing group put on two shows in the Union Theatre to capacity crowds. Seating for these shows was by reservation made when purchasing tickets to the Ball.

All facilities of the Student Union were utilized. The theatre was used for the LETTERMEN program; the Snack Bar and one Cafeteria were decorated in a Nite Club motif with dancing to live music and food service; another Cafeteria was used as a coat room and waiting area; Johnny Austin and his Orchestra played in the Ballroom.

The entire building was decorated with flowers, electric fountains, and Christmas decorations. The canopy covered main entrance was attended by a uniformed doorman.

The total attendance at this formal affair was approximately 400 couples - an all-time record for a formal affair at La Salle.

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PROGRAMS AT THE UNIVERSITY OF PITTSBURGH

Martha Holstein receives our deepest appreciation for her cooperation in sending us the news release which has been incorporated into the following article.

The University of Pittsburgh is large enough and the student body heterogeneous enough to permit a great range in the selection of events and programs which have a popular appeal. Pitt's aim is not to appeal continually to the same audience, but instead to present activities which will have a definite audience appeal — the size of the audience is secondary to its quality for most programs.

The Midday Series programs are probably the most widely-known of the Student Union activities, and include such personalities as Harry Golden, Milton Mayer, Dr. Huston Smith, and Professor John Ciardi. The whole university community attends these programs, and since the university is in the heart of Pittsburgh, attendance is generally very high.

A new idea in programming was set forth by the Recreation Committee to take advantage of the industrial location of Pitt. By touring the large industrial plants nearby, small-town dwellers and residents of cities with little or no industrial production, as well as the sizeable foreign student group can examine the intricacies of mass production methods and trace the path to life of many products that they are already familiar with in packaged form.

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Pitt Continued

The H.J. Heinz Company (57 varieties) tour is the first in what promises to be an unusual and profitable new area. A chartered bus transported the group to the plant where the tour, a discussion, movie, and refreshments were provided.

The Film Series has gained appreciably in attendance, probably because of the popularity of many of the films. Although the auditorium is large and people in the aisles, many were turned away from "On the Waterfront" and "I'm All Right, Jack."

The P.M. Series, which presents concert music artists, a dignified atmosphere, and a select audience, had an overflow crowd at its last programs featuring Detlef Kraus and Alfred Deller.

The Weekend Programming Committee provides Friday evening dances with local combos, twist parties after football games, and a new idea for Pitt: the Hunt Room program which features folk singers and a casual atmosphere in the snack bar. These programs are special; they occur only on those Friday evenings when a dance or other major university function has not been scheduled. The audience attending these programs varies — people stay awhile then leave, or come late in the evening. The purpose of the Hunt Room program is not to maintain a large audience, but to offer a study break or a place to go after a local movie. The success of this program has led to tentative plans to present other Special Event programs along the same line both off and on campus.

The Student Union Forum presents the issues to perplexing and thought-provoking topics ranging from political issues to music with religion, books, and peace thrown in. Speakers present stimulating and controversial views on topics which are their hobbies or specialties, and a general, often intense, discussion follows. In November, June Wilkenson, a British actress featured in Playboy's Christmas issue, presented her opinions and herself before a very interested audience. Governor-elect Scranton and Senator Clark both appeared at Forum programs in October.

One area has been a driving force in getting two very special one-night programs off the ground. The special events co-ordinator was instrumental in presenting the second annual International Harvest Festival, and evening of dancing, refreshments, entertainment, decorations, and meeting people. Foreign students find in the program not only a chance to wear clothes worn in their countries, perform entertainment popular in their countries, and eat food which they get at home, but also the easy relaxed tone of the evening and the

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Pitt Continued

friendliness of hosts and hostesses as well as the interest of Americans makes it easy and pleasant for the foreign students to make American friends. This Festival promises to become a Student Union Board Tradition. Other university groups also help sponsor the Festival, from Student Government to Men's Council, to Associated Women Students. The second program which was a special event, coincided with the University-wide Spanish week to commemorate the 400th anniversary of the birth of Lope de Vega (Spain's Shakespeare, for non-Spanish scholars). The Spanish Ballet of Zimenez-Vargas with their flamenco dance troupe of 14 appeared at Pitt and played to a large audience.

PERSONNEL CHANGES AND INFORMATION

Mr. Monroe A. Hurwitz is the newly appointed General Manager of the Student Cooperative Council at Lock Haven State College, Lock Haven Pennsylvania.

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Robert T. Clappier, formerly Director of Houston Hall, assumed his new duties as Assistant Dean of Men at the University of Pennsylvania. He is succeeded as Director of the Penn Union facilities by Francis M. Betts, III. Frank is a 1957 Penn graduate and has seen prior service as Assistant to the Dean of Admissions and Assistant Director of Student Financial Aid.

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The University of Pittsburgh informs us that the new addition to their Union Staff, Miss Barbara Safier, has been a great help this year with all of the programs and problems arising in the presentation of the programs.

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ADMINISTRATIVE & PROGRAMMING PROBLEMS

The University of Pennsylvania reports that the Houston Hall Student Board of Directors is comprised of fifteen members of the male undergraduate body selected in a competitive heeling program. In recent years, the number of students entering the heeling (rushing) program has declined sharply. The general campus impression is that the election to membership has been subject to campus politics and competition for membership is too keen to encourage students to participate. How can more students be encouraged to come out for the Board without lowering membership standards?

PLEASE ADDRESS ALL REPLIES TO THE EDITORS OF THE NEWSLETTER

* * * * *

If you have any problems or questions that you would like brought before the Region for possible solution, send them to the EDITORS.

While browsing through our library of Union information and "propaganda", we came across the speech which is contained in the following article. The address was presented to the Annual Conference of the A.C.U. in 1960 at Indiana Memorial Union, Indiana University, by Wilfred T. Hastings of McGill University.

"ROLE OF THE STUDENT IN THE UNION - WHERE STUDENT AUTHORITY IN THE

UNION STARTS AND STOPS"

By Wilfred T. Hastings, Mc Gill University

There are possible only two things that the students of McGill University could not do with the McGill Students' Union -

(a) Demolish it

(b) Sell it

Some tentative attempts at (a), have, I suspect from time to time, been made. So far as selling it is concerned, the market for second-hand Students' Unions tends to be somewhat limited.

The constitution of the McGill Students' Union House Committee says that "it shall be a standing Committee of the Students' Council", and that its purpose shall be:-

1. To provide the channel through which the Executive Council of the Students' Society may promote the best interests of McGill University by promoting comradeship and college spirit among the members of the Students' Society specifically in:
(a) the co-ordination of an undergraduate social, cultural and athletic program. (b) the supplementing of such a program if not provided.

2. Administration of the McGill Union building.

Like all good constitutions this one is only partly true to the facts, but you will gather from it that the purposes of the House Committee are quite broad - encompassing both program and building administration, and secondly that the House Committee is the instrument of the Students' Executive Council. Neither the House Committee nor the Council has any faculty or University administration members. The only non-student member of either is myself, and I am an employee of the students and not of the University.

The annual budget of the Union is submitted to the Students' Council at the beginning of each year along with the budgets of all the other clubs and organizations which receive funds from the Council. The budget is at no time seen by any representative of the University administration. The one check which the University has is that all Students' Council cheques have to be counter-signed by a Comptroller of the Students' Society, who is always a senior University official. To my knowledge, the Comptroller has never refused to sign a cheque

although, of course, he could. As a matter of courtesy the Students' Council does send copies of its financial statements to the Principal at the end of the year, although it has always been my view that the sending of them is a matter of courtesy and in no way implies that we are looking for the approval or disapproval of them by the University.

The funds for student activities (including the Union) are collected by the University with the tuition fees and paid over to the Students' Council on request. Again, I have never known this request to be refused, nor have I had to explain how the funds would be spent before I received them.

These, then, are the facts of Union life in a private institution with a relatively liberal approach to student affairs. But the facts do not tell us whether or not the system works. This is a matter of judgement and opinion, and as we all know, in a democratic society one has to assume that one man's opinion is as good as another's. Here is mine, for what it is worth!

I think when we begin to examine our own work and that of the organizations for which we have some responsibility, it is necessary first to remind ourselves that we cannot judge it solely or even chiefly by standards of efficiency or economy. You must all have been tempted to say, as I have, "How wonderfully we could run the Union if only there were no students." But that of course is to deny the purpose for which we exist. We do not exist merely to be models of efficient administration nor to make a profit (Heaven help us!) We exist as part of an educational process in which we have to expose students to such experiences and influences as will help their development. Above all, I think we are in a special position to expose them to the often painful but always rewarding business of bearing responsibility in the making of decisions. Judged by this standard I think our system at Mc Gill works quite well. We do give responsibility to our students, they do have to make decisions and in this process I think they mature.

The disadvantages will probably have occurred to you already. We lack continuity of policy in regard to building administration and treatment of staff problems. These two I think will call for some modified approach when we move (as we hope to soon) into a new, bigger and more complex building. But I think we shall continue to stand firmly for a student activity program run by students, and for that considerable amount of autonomy which I believe has benefited our students in the past.

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"Newsletter" continued

The following article is also an address delivered at the 1960 National Conference.

"ROLE OF THE STUDENT IN THE UNION - CRITERIA AND QUALIFICATIONS IN

SELECTING, ELECTING AND APPOINTING TO COLLEGE UNION BOARDS"

By Paul J. Hannahs, University of Toledo

Introduction

In the beginning, I want to admit that this subject is a controversial one. However, since the primary purpose of this presentation is to provoke general discussion and audience participation, it is better to have a topic on which there is an honest difference of opinion. Opinions on criteria and qualifications in selecting college union boards are likely to differ according to each one's local situation. In this paper, I have chosen to confine my discussion to qualifications, since I feel that criteria are more correctly applicable to the union program, rather than to the personnel of the union board.

I should like to comment briefly on the second part of this subject, namely: selecting, electing, and appointing. It is quite probable that on your campus you are using the method which is most acceptable to your student body and the school administration. Perhaps on some campuses, as on ours, there is some sentiment for changing the method of securing union board members. My feeling is that we should use the method which will give us the personnel who have the qualifications, which we, of the administrative staff, consider the most essential for the total operation of the union and its program.

In our deliberations, we could consider the college union boards according to their composition. These would fall into three classifications, namely: those made up of both students and faculty members, those composed entirely of students, and those made up entirely of faculty and staff personnel. The latter are certainly in the minority, but they might be found on a campus where the union is a University Union rather than a Student Union.

Again we could think of union boards according to various, and perhaps separate functions. These might be designated as any one of the following: program or activities boards, governing boards, policy-making boards, advisory boards, or building operation boards.

Regardless of our method of selecting, electing or appointing union board members, or the types of boards which we have, the qualifications required of the persons chosen should be the same.

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It certainly would be impossible to present an all-inclusive list of such qualifications, but I shall discuss those which I feel are the most essential. Many of you will say that the qualifications listed are too ideal and that persons possessing them are not to be found, but we must keep our standards high and endeavor to find board members who come most nearly meeting these qualifications.

Character

Someone once said that character is what a person is. Unfortunately, the definition is not quite that simple. We should like to have you think of it as a composite of distinctive qualities belonging to an individual, with emphasis upon the adjective distinctive. Further, character, is the stamp of positive individuality, impressed by heritage, nature, education, culture and habit.

Whatever definition we may accept, most of us will agree that character is the most desirable qualification in any union board member. We may compromise on some of the other desired qualities, but surely not on this primary one, for which there is no substitute. Board members must meet many trying situations and the moral vigor and firmness with which they solve the problems will indeed reflect the character of the members of the group.

Scholarship

Scholarship in itself may not seem so important as a requirement for board membership, but, in the long run, it is. The varied and demanding duties of board work require a lot of time, and it should not be given at the expense of grades. Many of us have had the disappointing experience of seeing competent board members dropped because of scholastic failure. I am one of those old-fashioned administrators who believe that grades are first and activities secondary. A board member who gives so much of his time to the union that he has insufficient hours for his courses, is defeating the primary purpose of a college education.

Other things being equal, let us take a chance on selecting board members with demonstrated scholarship, in order to avoid later disappointment and the unpleasant task of replacing board members because of scholastic failures.

Leadership Ability

Since the college union should play a vital role in the social, educational and recreational life of the campus, her leadership should be of the highest calibre.

It is in connection with securing students of leadership ability for positions on the board, that their method of selection becomes important.

It is in connection with securing students of leadership ability for positions on the board, that their method of selection becomes important.

In most of the larger schools, campus politics has much to do with the selection of students for membership in the influential or prestige organizations. In some schools, the student senate is considered the most influential body on campus - at least by the senators, while on other campuses, the student union board is the prestige body. On our campus, there is a growing rivalry between these two bodies. On the part of the student senate, this rivalry is developing into a genuine jealousy, primarily for two reasons, namely: because the student union board is comparatively new and because it is becoming increasingly evident that the union board will gradually assume many of the functions which the senate now performs. Our senators are elected by student vote, while union board members are selected by the student union board of governors, after interviews with students who have filed applications for membership.

When campus politics are strong, well organized and sometimes a bit shady, the students who have proved their leadership ability are often defeated by less qualified persons who may be more popular, or by those who belong to the political group in power. This situation can be avoided to a great extent if union board members are selected or appointed. The method of selecting and appointing should be left to each individual school.

Because the college union deals with students, faculty, alumni and persons from business, industry and the professions, she must have on her board, men and women who have been selected because of proven leadership ability in one or more of the areas of the union program. The best guarantee of successful future performance of board members is a record of capable past performance. In the union program, as in most other organizations and institutions, there is no substitute for experience and proved leadership ability.

Probably the most important reason for the necessity of fine leadership is the fact that the college union movement is comparatively new, and it will develop just as rapidly and become just as vital a part of the life of our college campuses as its leadership will permit.

Dependability

This is one of the primary qualifications which union board members should possess.

A few hours previous to my writing of these words, I attended a meeting of our board of governors, at which board and committee appointments were made. Three students with otherwise good recommendations, failed to be appointed because they had proved not to be dependable in many of their previous activities or positions.

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Regardless of a student's ability or any other outstanding qualities, he is a liability to any board if he cannot be depended upon to follow through on his assignment. The delegation of responsibility is necessary for the efficient functioning of any union board, and we must be able to assume that all persons to whom work details are assigned, can be depended upon to complete them successfully. Certainly, dependability is a first cousin to ability.

Cooperation

Since the members of any college union board must operate as a team, cooperation is a required qualification of each member. The best social or activities program may fail without the cooperation of the publicity or public relations governor and his committee. The finest forum of the season can be marred, if the chairman does not have the cooperation of the facilities and service committee. The union board must cooperate with a campus organization which lacks the personnel and/or budget to promote a program which will enrich the cultural life of the campus.

Cooperation of the board - as a body and as individuals, with the college or university administration, in every way possible, is an absolutely necessary item in the interest of good internal relations. A cooperative relationship between the union members and the alumni groups will often pay big dividends. The willingness of board members to sacrifice personal ambitions, in the interest of board unity and harmony is finest example of cooperation.

Sufficient Time

Here is the point at which so many potentially good board members fail.

One of the first questions which we ask applicants for board membership is "Do you have sufficient time to give to the union board?" The next question is "Will you give it?" Both answers are invariably in the affirmative. If the applicant is appointed, the test comes. Does he attend board meetings regularly? Does he call his committee meetings? Does he follow through on his committee assignments? Does he attend leadership days or conferences? Does he work his schedule at the information desk? Does he turn in his reports on time? Does he too frequently reply, when asked to do something - "I am afraid I do not have the time"-?

The answer to the above questions will indicate whether this person has sufficient time to be an effective board member. If he does not have the time, he should be replaced.

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Integrity

In all areas of leadership, integrity is a desirable, if not a necessary attribute. The college union board personnel should be no exception.

If the union board is to have the respect of the student body and the college or university administration, it will do well to select men and women of moral soundness, high ethics and good reputation.

Social Responsibility

While this may not be an essential qualification in the selection of union board members, it is certainly a desirable one. Since board personnel are constantly dealing with all types of individuals, on practically every level of society, it is advantageous for them to be versed in the social graces and capable of interpreting and coordinating the union program, as it pertains to the various interrelated and interdependent groups using its facilities.

Imagination

Because of the inability to find a more suitable work, I use imagination for a quality which I find most acceptable, but not essential.

Wouldn't it be stimulating to have a college union board loaded with people who have creative minds and the ability to come up with projects and schemes by which to represent the ordinary and real more truly and graphically, than it usually appears?

Students with imagination lift our programs out of the realm of the ordinary and make them spectacular and refreshing. Look for board members who can give you unusual ideas in planning, promoting and programming.

Finesse

This rare quality is very desirable. I use the term "rare" because true finesse is not too frequently found, and is not to be confused with the slang term "apple polishing". True finesse denotes a delicate skill in dealing with persons or situations, especially those of sensitive nature. Every board needs men and women with refined and polished manners. It is especially helpful in dealing with complaints and awkward situations, which occur in the best organized and efficiently operated unions.

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Loyalty

The Scripture tells us that we cannot serve two masters. I am inclined to think that they mean we cannot serve two masters well. On many campuses the union is a master, your fraternity or sorority is a master, and many other activities and organizations are masters, in that they demand most of our extra-curricular loyalty and time.

There are many students who can and do give much time and effort to more than one major activity or organization. However, the average student usually gives more to one than another. My feeling is that we should appoint board members whose first loyalty is to the union board. Those who come on the board primarily to make points for Blue Key, Peppers or Who's Who, do not make the best members.

Loyalty to the union board means placing it first in your extra-curricular activities, performing your duties faithfully, defending the union policies, encouraging students to abide by the union rules and regulations, aiding in the protection of its property, and working tirelessly to promote its growth and progress.

The Will to Work

This qualification in a union board member appears so obvious that it need not be mentioned. Yet so many times we find members who talk a good job, but do not care to work. These are the prestige people who enjoy seeing their names on the roster but do not roll up their sleeves and work. They are the committee chairmen who assume that their committee members will get the job done. Educational theory teaches that we learn by doing. A foreman who is not too good to work with his men, gets more work out of them than one who simply stands by and gives orders.

A good union board is a working board, not just one on paper. Applicants should be told that they will be expected to work. They should be given a job to do and the incentive to do it.

Sincerity

Sincerity in a board member is that quality of being genuine in motive, speech and performance. It is essential that a member be sincere in his application for membership, in his interview to determine his qualifications, and in his dealings with other board members and committee-men after his appointment. Honest difference of opinion, frank disagreement and a negative vote are all prerogatives which any member may exercise, but he should be sincere in so doing.

Someone may ask how insincerity may be detected during an interview of a prospective board member. It is usually revealed by the applicant's attitude, the lack of conviction in his speaking, the vagueness of his answers, and a false enthusiasm in his statement of reasons for submitting his application.

(continued)

Personality

Although personality is a very desirable quality in a board member, I would place it last in the list of prerequisites. I am speaking, of course, of personality in popularly accepted sense.

In loose speech and in popular writing, personality is often referred to as if it were a kind of psychic force by means of which the salesman may overcome the resistance of his customer, or the leader bring the audience into harmony with his will. It is frequently said that a student is successful in his extra-curricular activities because he possesses personality, or that he fails in them because he does not have personality. On the other hand, an attractive appearance, a clear eye, and a glib tongue may be sufficient for a student to be described as a "forceful personality". The term may even be applied to one who is conspicuous merely because of his eccentricities.

Such uses of the word are very misleading, or at least inadequate, although they call attention to certain qualities - appearance, individuality, influence - which can not be ignored in thinking of personality.

Every individual who has developed normally, has some kind of personality whether it is strong or weak, positive or negative, repulsive or fascinating, and it is unfair to measure an individual's desirability as a board member by his possession of pleasing or displeasing traits which we call personality.

I am confident that many students who would not win a "Personality Contest" have done a creditable job on many college union boards.

Conclusion

In conclusion, I should like to emphasize that I have discussed the qualifications for union board members in the order which I consider most important, realizing that many directors would rate them in other sequences. However, I feel certain that most of us would include in our list, the desirable, if not essential, qualifications of character, scholarship, leadership ability, dependability, cooperation, loyalty, sincerity, integrity, social responsibility, and imagination.

I cannot over-emphasize my sincere conviction that college union board members should be appointed or selected by responsible college or union officials, on the basis of written applications and personal interviews. This method will be the safest way to assure our getting the people whom we know have the spirit, requirements and qualifications to maintain and expand the program of the union, in keeping with its expressed standards and goals.

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(Newsletter continued)

As you may have noticed, and we hope that you did, the "Newsletter" is now under a co-editorship. At the recent A.C.U. Region III Conference held at Penn State University, it was decided that LaSalle College would retain publication of the "Newsletter" for an indefinite period and that Mr. John Matthews would become editor for the current year. Upon his return to La Salle, Mr. Matthews requested that I stay on as co-editor, thus enabling wider and more complete coverage of events occurring in the Region as well as adding more informative features to the publication.

Upon consultation, the editors developed a somewhat new format for the "Newsletter", as well as a new editorial policy. All recipients of this publication were then notified of the changes and the part which they will play in future issues. However, in what we feel is a lack of communication rather than a lack of co-operation, very few colleges responded to the request for information. Consequently, two issues had to be omitted for lack of constructive and/or informative material. It shall be the policy of the editors to publish on a monthly basis from September through May; but, issues will be omitted if and when there is insufficient material submitted for publication. It should be remembered that this is your publication, and that its content is largely your responsibility; we compile, edit, re-write, etc., but we must have something with which to work. Information for publication should be sent to:

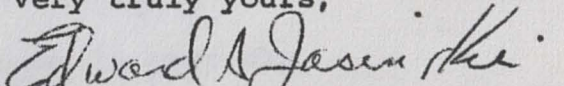
Editors
A.C.U. Region III Newsletter
La Salle College Union
20th and Olney Avenue
Philadelphia 41, Pennsylvania

To assure accuracy and prompt delivery of the "Newsletter", the mailing list is being completely revised. Attached to the front page you will find a form to be returned in the pre-addressed envelope. If you do not return the completed form, you will NOT receive future issues.

To insure a constant flow of material for publication, individuals will be contacted and particular information will be requested. It is hoped, however, that sufficient information is relayed to the editors thus making is unnecessary for individual requests.

Sincerest appreciation is extended to the contributors in this issue.

Very truly yours,


Edward A. Jasinski, Co-editor

THE TURTLE SPEAKS:

With the inauguration of the column, we hope to relate to you the "tid-bits" of humor and general miscellany that come to our attention. If you have any contributions, regardless of size, please forward them to us.

Editors

DO YOU JUST BELONG

Are you an active member
The kind that would be missed?
Or are you just contented
That your name is on the list?

Do you attend the meetings
And mingle with the flock?
Or do you merely stay at home
And criticize and knock:

Do you ever go to visit
A member who may be sick
Or leave the work to just a few
And talk about a clique?

There's quite a program scheduled
That I'm sure you've heard about
And we will all appreciate it
If you'll come and help us out.

So come to the meetings often
And help with hand and heart
Don't be just a member
Dig in - and do your part.

Think this over - BROTHER
You know right from wrong
Are you an active member
Or do you just belong?

* * * * *

We leave you with the following thought:

May there be enough clouds in your sky
to make a beautiful sunset.